

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /051 W

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P R 191744Z APR 77

FM AMEMBASSY LONDON

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 2815

UNCLAS SECTION 01 OF 02 LONDON 06356

C O R R E C T E D C O P Y - T E X T (T H R O U G H O U T)

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: PROPOSED FY 1979 TRADE CENTER EVENT SCHEDULE

1. FOLLOWING EVENT SCHEDULE DRAWN FROM RECENT "BEST PROSPECTS" SURVEY, CCP CAMPAIGN AND ACTIVITY THEMES, AND BEST ESTIMATE OF U.K. MARKET SITUATION IN FY 79. DUE SHORT NOTICE NOT ALL POTENTIAL CONFLICTS NECESSARILY KNOWN. CONFLICTS POST AWARE OF ARE CONTAINED IN BRACKETS.

1978

OCTOBER

SECURITY SYSTEMS (IFFSEC APRIL 1979)

IN SECURITY FIELD THERE IS LITTLE COMPETITION FROM 3RD COUNTRY OR DOMESTIC SUPPLIERS. DUE TO RISING U.K. CRIME RATES AND HIGH COST OF SECURITY-RELATED LOSSES, THERE IS INTENSE INTEREST IN U.S. EQUIPMENT. (WHICH ENJOYS 40-PLUS PERCENT MARKET SHARE). 1975 AND 1977 LTC SECURITY SHOWS WERE HIGHLY SUCCESSFUL AND INDICATE THIS SECTOR WIDE OPEN FOR NEW-TO-MARKET U.S. FIRMS.

LATE NOVEMBER/EARLY DECEMBER

CATERING AND FAST FOOD EQUIPMENT

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U.K. FACES BRIGHT FUTURE IN TOURISM REVENUES. MASS HANDLING TOURISTS, PARTICULARLY IN FOOD AND CATERING FIELDS, WOEFULLY BEHIND TIMES IN U.K. /USACATER SHOW AT LTC, JUNE 1977, HAS ALREADY GENERATED GREAT INTEREST. SECOND SHOW DECEMBER 1978, WOULD BE EXCELLENT FOLLOW-UP. RECENT RESEARCH INDICATES 1979 /U.K. MARKET FOR MAJOR COMPONENTS OF RESTAURANT EQUIPMENT VERY STRICTLY DEFINED

WILL BE 110-120 MILLION DOLLARS.

JANUARY

COMPUTERS AND PERIPHERAL EQUIPMENT (COMPAC - NOV. 1978)

COMPUTER AND PERIPHERAL EQUIPMENT FIELDS WILL REMAIN STRONG IN U.K. FOR FORESEEABLE FUTURE. CONTINUED DOMINANCE U.S. IN AREA DUE VARIETY, VOLUME AND INNOVATION SUGGESTS REGULAR TRADE CENTER SHOWS. FOR EXAMPLE, 1975 MARKET SHARE OF U.S.-MADE MINIS, MAIN-FRAMES AND PERIPHERALS WAS 92,62 AND 57 PERCENT RESPECTIVELY. JANUARY HAS BECOME TRADITIONAL COMPUTER EXHIBITORS MONTH IN U.K., AND BUYERS HERE TEND SCHEDULE PURCHASING AROUND LTC SHOW.

FEBRUARY

ELECTRONIC INDUSTRIES PRODUCTION TEST EQUIPMENT AND COMPONENTS (INTERNEPCON - OCTOBER 1978; ALL ELECTRONICS - APRIL 1979).

UP-DATED MARKET RESEARCH FOR ELECTRONIC PRODUCTION AND TEST EQUIPMENT INDICATES STEADY GROWTH OVER NEAR AND MEDIUM TERM. DEPOSITS FROM THIS FIELD HAVE ATTRACTION THROUGHOUT MUCH OF BRITISH INDUSTRY.

MARCH

POLLUTION CONTROL, ENERGY CONSERVATION AND HEVAC: THERE IS DEEP INTEREST IN ENERGY CONSERVATION WHICH CAN BE COUPLED WITH GROWING AWARENESS OF LOSSES SUFFERED IN GENERAL BUSINESS EFFICIENCY FROM EVEN SLIGHT UNCLASSIFIED

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VARIATIONS IN FACTORY TEMPERATURES AND GENERALLY LOW QUALITY ENVIRONMENTAL CONDITIONS. THIS SECTOR SHOULD REMAIN BRIGHT SPOT, PARTICULARLY FOR INNOVATIVE U.S. COMPANIES, FOR SEVERAL YEARS. RELATED ENERGY SAVING AND INSULATION PRODUCTS WOULD ALSO HAVE GOOD POTENTIAL. CURRENT COMMERCIAL INTEREST IN SOLAR HEATING AND VENTILATING UNITS MEANS THESE COULD BE FEATURED. INCREASE OF CAPITAL EXPENDITURE AND ENVIRONMENTAL NEEDS COULD PROVIDE LARGE POTENTIAL MARKET IN THESE COMBINED AND INTER-RELATED THEMES.

APRIL

NO LTC MAJOR EVENT

MAY

BUSINESS EQUIPMENT

U.K. MARKET IS EXPECTED TO RISE FROM 617.2 MILLION DOLLARS IN 1975 TO OVER ONE BILLION DOLLARS BY 1979. BUSINESS EQUIPMENT SOLID AND RELIABLE THEME. AS LABOR

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C O R R E C T E D C O P Y - T E X T (T H R O U G H O U T)

COSTS CONTINUE RAPID RISE IN U.K. (OVER LONG TERM),
INTEREST IN BUSINESS EQUIPMENT, PARTICULARLY THAT
DESIGNED TO INCREASE PRODUCTIVITY AND REDUCE ENVIRON-
MENTAL STRESS, SHOULD PRESENT STRONG INTEREST IN U.S.
BUSINESS EQUIPMENT. THERE IS ALSO GROWING INTEREST IN
PHYSICAL ATTRACTIVENESS AND PSYCHOLOGICAL COMFORT FROM
SHOP FLOOR TO BOARD ROOM.

JUNE
OULTI-COMPANY BSP: DATA COMMUNICATIONS AND ACQUISITION

JULY
NO LTC MAJOR EVENT

AUGUST
NO LTC MAJOR EVENT

SEPTEMBER
MULTI-COMPANY BSP: ANALYTICAL INSTRUMENTATION (LAB-
ORATORY AND INDUSTRIAL TEST, SCIENTIFIC PROCESS AND
QUALITY CONTROL).
2. ALTERNATE THEMES:
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(A) FOUNDRY AND METALWORKING EQUIPMENT
CAPITAL EQUIPMENT INVESTMENT MAY PICK UP IN 1978-79.
U.K. FOUNDRY INDUSTRY, VERY ANTIQUATED, INVESTING
SUBSTANTIALY IN NEW EQUIPMENT WITH HMG FINANCIAL
ASSISTANCE. THAT U.S. EQUIPMENT MEETS TECHNICALLY
SOPHISTICATED AND HIGHLY AUTOMATED REQUIREMENTS SUGGESTS
PENETRATION THIS MARKET.

(B) LEISURE-TIME ACTIVITIES EQUIPMENT (SPOGA - SEOTEMBER
1978; CARAVAN, CAMPING AND HOLIDAY SHOW - NOVEMBER
1978).
THEME TO INCLUDE DIY, SPORTS, CAMPING, BOATING AND
RELATED CONSUMER-TYPE PRODUCTS. INCREASED SALES U.S.
CAMPING, SPORTING AND DIY EQUIPMENT IN U.K. OVER LAST
FOUR YEARS INDICATES GENERAL POTENTIAL FOR U.S. EQUIPMENT
THIS MARKET. ANTICIPATE OPPORTUNITY U.S. COMPANIES
TO INCREASE SHARE MARKET OVER MEDIUM TO LONG TERM.

(C) TELECOMMUNICATIONS EQUIPMENT
IN 1974 BRITISH IMPORTS OF COMMUNICATIONS EQUIPMENT
TOTALLED 177 MILLION DOLLARS. U.S. SHARE WAS 44 MILLION
DOLLARS, OR 25 PERCENT.

U.K. SALES OF COMMUNICATIONS EQUIPMENT HAVE FLUCTUATED
AROUND THE 1 BILLION DOLLARS A YEAR DURING THE FIRST
HALF OF THE 1970'S BUT DROPPED SLIGHTLY IN 1975. SALES
ARE EXPECTED TO BEGIN CLIMBING IN 1977 TO REACH 1.4
BILLION DOLLARS BY 1980.

U.S. TECHNOLOGY IS HIGHLY REGARDED IN U.K. AND
AMERICAN MADE PRODUCTS ARE SOUGHT FOR THEIR ADVANCED
SOPHISTICATION. THIS IS PARTICULARLY SO IN FIELDS OF
FIBER-OPTICS, COMPLETE CCTV SYSTEMS, SOLID STATE,
HIGH POWER HF MICROWAVE COMPONENTS, DATA MULTIPLEXING
SYSTEMS AND ADVANCED TELEGRAPH SYSTEMS. HIGH SALES FOR
THESE COMMODITIES FROM U.S. SOURCES ARE EXPECTED DURING
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NEXT FIVE YEARS.

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Message Attributes

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